



# ***Deployments, the media***



***and  
YOU...***

**Raider PAO**



# Purpose

The public is interested in the military, operations, soldiers and families.

Deployments are newsworthy events and will usually attract media attention.

We will discuss what you should do and how you should advise others.



# DoD Policy

**Open and independent reporting will be allowed and facilitated by all levels of command.**

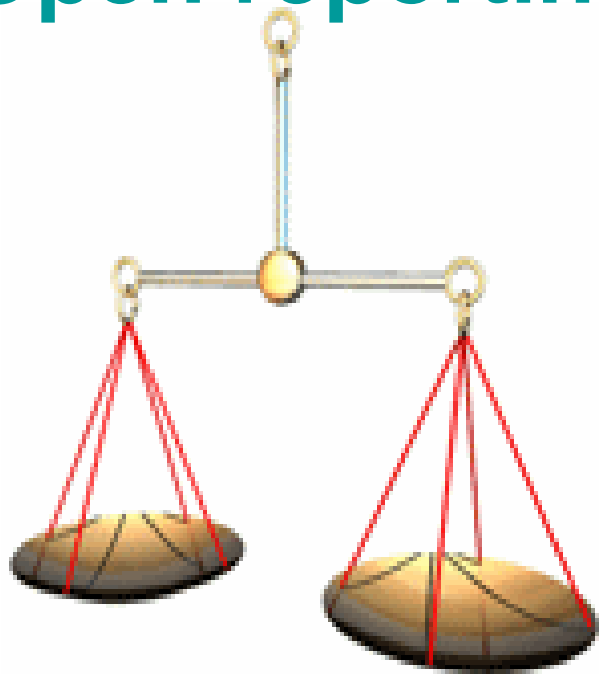




# DoD Policy

Open reporting

*Except.....*



**...Policy, Privacy,  
Propriety, Security...**



# **Your Rights**

**Depending on the occasion:**

- **There are good reasons to speak.**
- **There are good reasons not to speak to the media.**

**Tell the story, but protect  
Operational Security (OPSEC).**



# Talk about your expertise!

## Potential themes:

- 1. Army families are important.**
- 2. Soldiers need the support of their families.**
- 3. Family Readiness Groups are available to render assistance.**
- 4. The safety of our families is important.**
- 5. The U.S. Army is the best trained fighting force in the world.**
- 6. The U.S. Army has the best equipment and is trained to use it.**



# **Authority to Release Official Information**

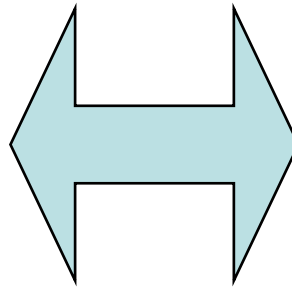
**Public Affairs Office**

***Refer reporters to the PAO!***



# “How Does This Link To...”

*Reporters are always looking for connection between news events...*



**Be aware of what's in the news.**

**Understand how it applies to you.**





# **You are the interviewee....**

## **“Meet the Press 101”**

- 1. Know what messages you will stress before you start the interview.**
- 2. Focus on what you want to say, not what you can't say.**
- 3. Tie answers back to a message.**
- 4. Stay in your lane; talk about things for which you are responsible.**
- 5. It's okay to say “I don't know” if you don't know.**



# **“Meet the Press 101”**

- 6. If you won't tell a reporter something, explain why.**
- 7. Always be truthful with the media.**
- 8. Everything is “on the record.”**
- 9. Remain calm and professional during the interview.**
- 10. Report the results of media queries/visits ASAP.**



# Contact Information

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